

Baur, Elaine

Subject: PMUSA.com redesign/rewrite (open for email)
Location: R&D A1

Start: Fri 4/12/2002 10:00 AM
End: Fri 4/12/2002 1:00 PM

Recurrence: (none)

Importance: High

In order to fulfill our Mission it is vital that we provide a website that provides up to date, relevant and engaging information. In order to do that we are planning a major overhaul of pmusa.com in terms of content and organization of the site. As part of our efforts to redesign pmusa.com, the PMUSA Internet Team, PMUSA writers and Novo/ Giant Step, our internet vendor, would like to schedule a 2-3 hour "lab" with you to discuss the Health Issues & the addition of a Scientific section to PMUSA.com. The discussion will focus on the following:

- Current content on the site
- Current site navigation
- Objectives for the site overall and areas of the site specific to you and your group
- Potential future content on the site
- Content re-writes
- Future organization of the content site (information design)
- Plus more

This will be a working session which will allow us to get your direction and input for the redesign pmusa.com, and expect to receive some pre-meeting info. requirements shortly.

From: Whatford, Mark
Sent: Friday, March 22, 2002 11:12 AM
To: Walk, Roger A.
Cc: Baur, Elaine
Subject: Internet Site Redesign

Importance: High

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Dr. Walk,

We are working on the rewrite & redesign of the PM-USA website. Part of this process will involve meeting with content owners to discuss and map out how they would like their sections of the site to look/read adding links when needed etc.. One of our writers and a lawyer will also be attending these sessions and are planned to last 2-3 hours each. We would need a principle contact to attend these sessions to assist in the decision process.

We need to review the Health Issues section and Scientific papers/awards and would like to hold a few sessions in Richmond the second week in April 10,11,12. If you could get back to me with any questions you have or comments I will make arrangements for these sessions. We also plan to meet with Charitable Giving and Jane Lewis/David Williams for T&N and Ingredients.

Thanks
-Mark Whatford